

What Makes a Good Digital Story?

1. **Perspective:** The perspective of each story is **told in first person using your own voice to narrate the tale**. You share through the story **who you are, what you felt, and what this event or situation means for you** in such a personal way that it **engages viewers** in a very real and **emotional experience**.

Rather than a detached telling of mere facts and events, **viewers experience you living inside the story. Your story is shared through the heart** of personal meaning.

2. **Expectation:** One of the most unique features of digital storytelling style is the expectation that **each story expresses a personal meaning or insight** about how a particular event or situation has touched your own life.

A good story has:

- a) a **point to make**
- b) a **moral conclusion**
- c) a **lesson learned** or
- d) an **understanding gained**
- e) and is written about something you are **passionate** about.

Each story needs to **have a point that is revealed in the end** either implicitly with the media or stated explicitly with words.

3. **Destination:** A good story has **a destination and a point to make**. Each digital story is about 1 to 3 minutes in length and is based on a script that is about 1 page in length. The art of telling a story lies in **preserving the essence of the tale** and **using the fewest words and images to make your point**. By holding clarity about the essence of the story, your story will be a good one.

4. **Intrigue and Tension:** A good story creates intrigue and tension around **a situation that is posed at the beginning of the story and resolved at the end** sometimes with an **unexpected twist**. A **hook is created** to intentionally draw the viewer into wondering how it will unfold and how it will all end.

5. **Visualization:** Good stories use **vivid details to reveal feelings and information** rather than just saying something is tall, happy, scary, or difficult to do. "It was a dark and stormy night" does not have to be said directly in the script. Unlike traditional oral or written stories, **images, sound and music can be used to show a part of the context, create setting, give story information and provide emotional meaning** not provided by words. Both words and media need to reveal the story through details rather than being directly stated.

6. **Elements:** A good story **incorporates technology in artful ways** demonstrating craftsmanship in communicating with images, sound, voice, colour, design, transitions, and special effects. **All media elements are selected to extend the meaning** rather than being bells and whistles that become distracting, overused or misused. Good craftsmanship **creatively combines media elements to convey significant meaning** rather than being used for "decorating" the story.

Adapted from digitales.us